

BOARDVIEW'S

New Market

BoardView recently secured the rights to a significant southern Ontario market.

Although we can't officially announce the name of the market until the end of June we can start to reserves ad space in these arenas. It will contain both static and digital signage. There is one twin pad and one triple pad.

Contact us for further details.



PRESIDENT'S NOTES

When BoardView secures a new market it's most likely a market that already has participation from various clients who have already shown support for that community.

Our approach is to speak to all those existing clients to inform them of the change and to assure them that their previous agreements will be honoured. We want to make the transition as smooth and simple as possible.

After the existing clients have been contacted we will then deal with any circumstances that need to be addressed such as signs that require repair, artwork that needs to be updated, etc.

Then we can discuss extensions of existing agreements to the new



approaches that we offer such as payment terms, multi-year agreements, production guarantees, new sign choices not previously available and in

DID YOU KNOW?

Many rink board markets are almost sold out. Buy now before the Fall to assure a spot.

most cases reduced rates.

In addition, we ask the arenas involved to keep all existing ads in place until we have completed our initial transition process. This permits existing clients the opportunity of reusing their existing signs and saving hundreds of dollars.

We have realized that this is simply the proper business approach to execute.

Customer service is the key to success these days in any business. A happy client is a client that will renew which means there is less space to sell. And this results in higher demand for the remaining spaces.

Jory Sigesmund
President



CLIENT UPDATE

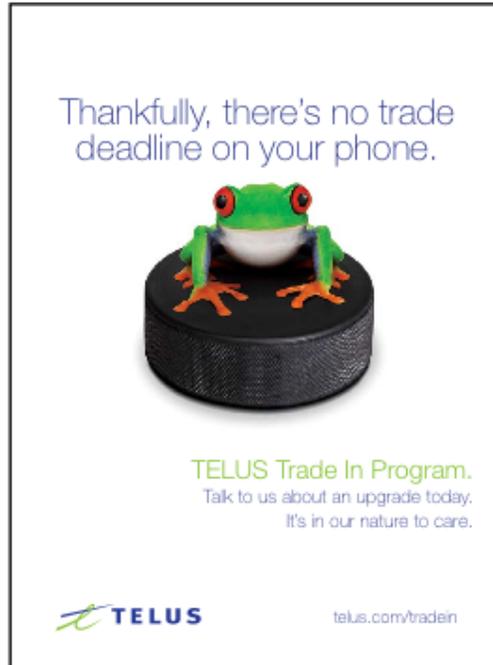
Telus purchased a 5 sign campaign in Guelph in 3 arenas with poster lobby signs.

Glen Abbey in Oakville was the choice of **Wilk and Wilk Orthodontics** for their additional purchase.

King City and Nobleton now have signs from **Country Day School**.

The **Owen Sound Physio and Acupuncture Clinic** chose the Julie McArthur facility. This facility is now virtually sold out with only a couple of spots available.

Fort Erie now has a sign from **Lakeshore Catholic**



School. There is now only 1 spot available in the Kinsmen ice pad.

The West End Community Centre in Guelph is now virtually sold out as well. The newest clients are **Remax (team Gorgi), Village Orthodontics, Sutherland Insurance,** and **Centre Staged.** The program will be expanded in Rink #1 to include several wall sign positions but this space is very limited with only 8 possible spots. Some of these have already been sold.

CLIENT RENEWALS

Alliston has retained **Norm Depta** of **State Farm Insurance** along with **Bryan's Electric.** **Susan Tait (also of State Farm)** joined again in Brampton.

Tim Horton's continues in Thamesford, Windsor, and Tillsonburg.

Your Neighbourhood Credit Union renews again in Cambridge and Stratford and **Rite Bite Orthodontic** does the same in 5 of the rinks in Cambridge while **Microplay** renews again in Hespeler in Cambridge.

Wajax takes Grimsby, Tilbury, and Leamington for another term. **Peel Chrysler** does the same in Port Credit in Mississauga. Newcastle retains **Durham Dodge,** **Country Farm Seeds** stays in Blenheim and **Wallaceburg Minor Hockey** keeps their wall sign in their arena.

Bracebridge gets **Winmar** and **All Ontario Recycling** to continue while **Upper Oakville Shopping Centre** does the same in 6 of the ice pads in Oakville. **Pennzoil** renews both rinks in East Gwillimbury, and the **Elementary Teachers Federation** joins again in Richmond Hill.

